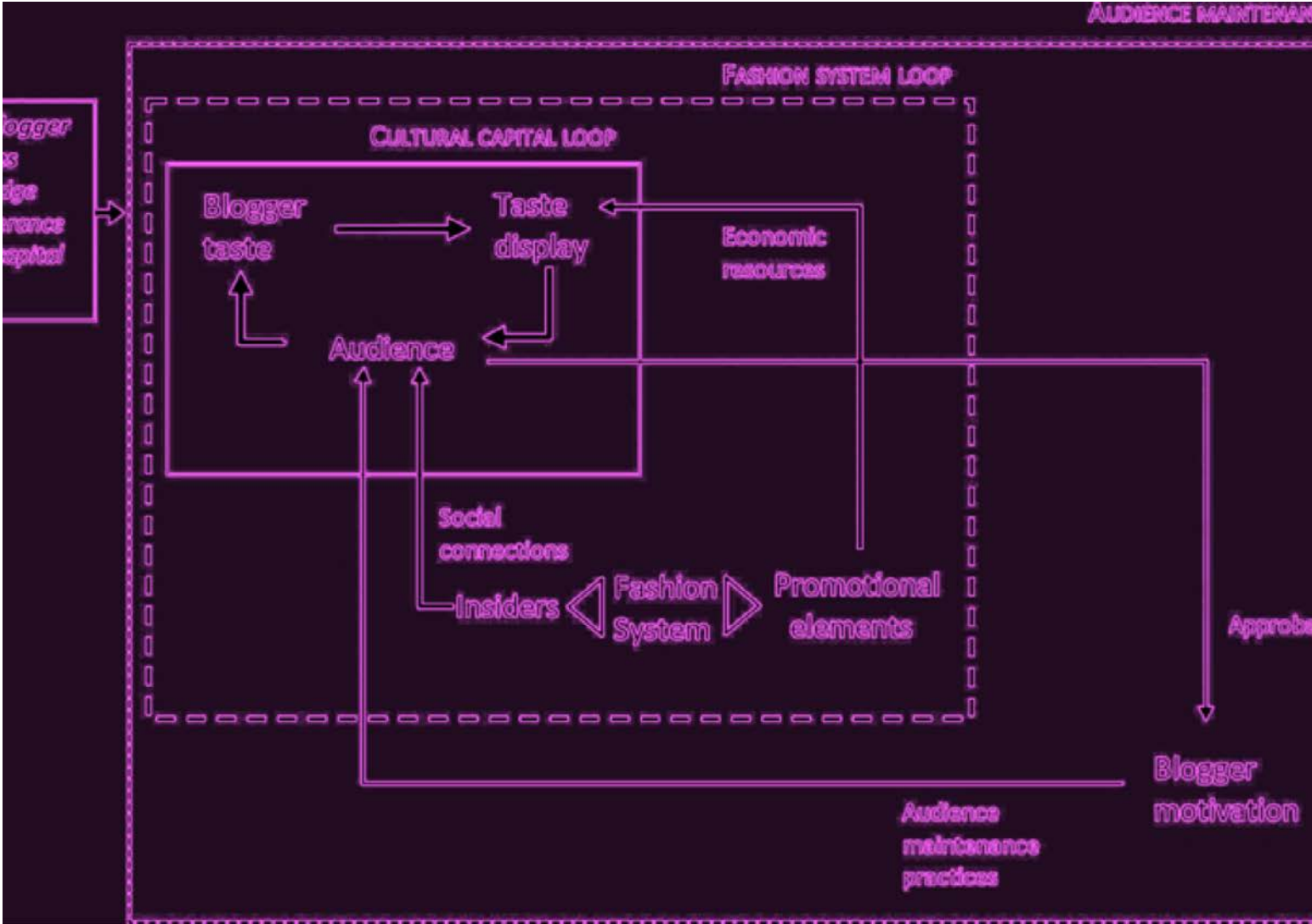


Beyond the Juice: The Role of Blogs and Awards



**How do you see the field?
And where are you?**

1.

The Juice & its creator



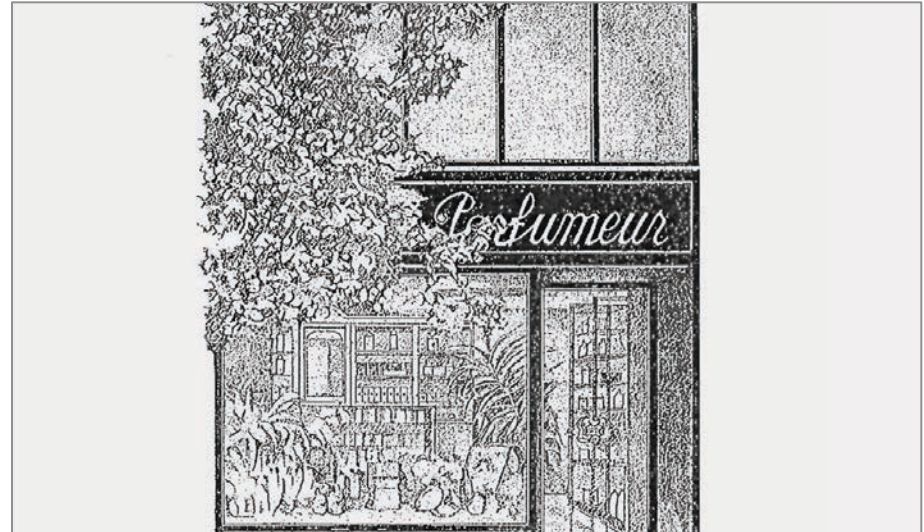
Re-focusing on the juice & its creator in 1976



L'Artisan Parfumeur
PARIS



He experimented and created original scents with “natural essences”. With the success of his first line of fragrances, Jean Laporte was named L'Artisan Parfumeur – **the craftsman of fragrance** – by perfume enthusiasts.





Everyone is
niche.

We are not.

We are perfumers
who care.



"Perfumery has been largely perceived as mere luxury. And yet, spurred by the internet and the DIY ethos of our current time, we are experiencing what can only be described as an explosion of activity. New, self-educated perfumers are thriving, the scents themselves are becoming progressively more audacious, and the art of perfumery as a whole is going through a deep re-examination.

1.

The re-discovery of the juice is at the core of artistic perfumery.

2.

Juice & Meanings



"Does perfume matter - isn't all packaging?"

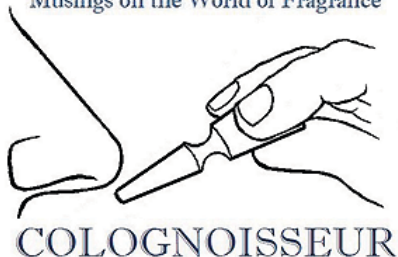


Indieperfumes

**KATIE PUCKRIK
SMELLS**



Musings on the World of Fragrance



GLASS PETAL SMOKE

GLEANINGS FROM THE WORLD OF THE SENSES

GRAIN DE MUSC

A PERFUME LOVER IN PARIS



SCENTS  OF SELF

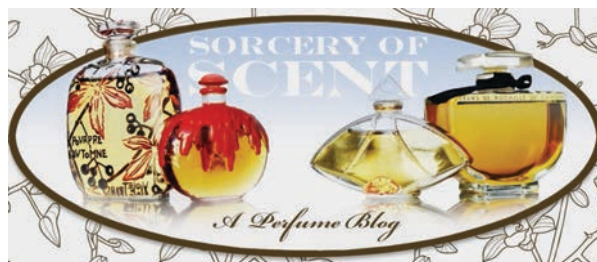
now smell this

Bois de Jasmin

THE WORLD THROUGH OUR SENSES

parfümieren

Kafkaesque



basenotes

I Smell Therefore I Am

PERFUME  SHRINE
DEB ENWE HABIME



SCENTURY

PERFUME STORIES

FRAGRANTICA



PERFUME ENCYCLOPEDIA

Persolaise

Independent perfume reviews and thoughts on the world of scent from a multi Jasmine Award winning writer

Scent Hive

Natural Perfume and Beauty Blog

**The
Candy
Perfume
Boy**

One boy's obsession with perfume and all things smelly

2.

**New forms of criticism
have been a major and
vivid driver of artistic
perfumery from its very
beginning.**

3.


Criticism & buying cycle

Numerous blogs devoted to niche present their “Best of”

Perfume Reviews New Perfumes Perfumers Perfume Houses Shop for perfume Resources

Perfume: the best of 2014

Posted by Robin on 30 December 2014 – 77 Comments



Persolaise - A Perfume Blog

Independent perfume reviews and thoughts on fragrance creation from a two-time Jasmine Award winning writer

Home Le Snob: Perfume Perfume Reviews Published Articles Interviews Shopping Guides Links Books

Monday, December 29, 2014

Best Perfumes Of 2014 - A Time For Looking Back



My Book - Le Snob Perfume

About The Author
I am a three-time Jasmine Award winning writer and amateur perfumer with a lifelong interest in the world of

Warning for the next location of social dismisst about 2014 must have
VAAAAAAAAAGoQ/box_uLc6dM%1600/Persolaise%28Best%28Perfumes%28O%28B%2

Basenotes Reader Awards



basenotes READER AWARDS 2015

Fragrantica

Best Perfumes of 2014

12/15/14 21:26:15 (20 comments)
by: **Elena Knezhevich**

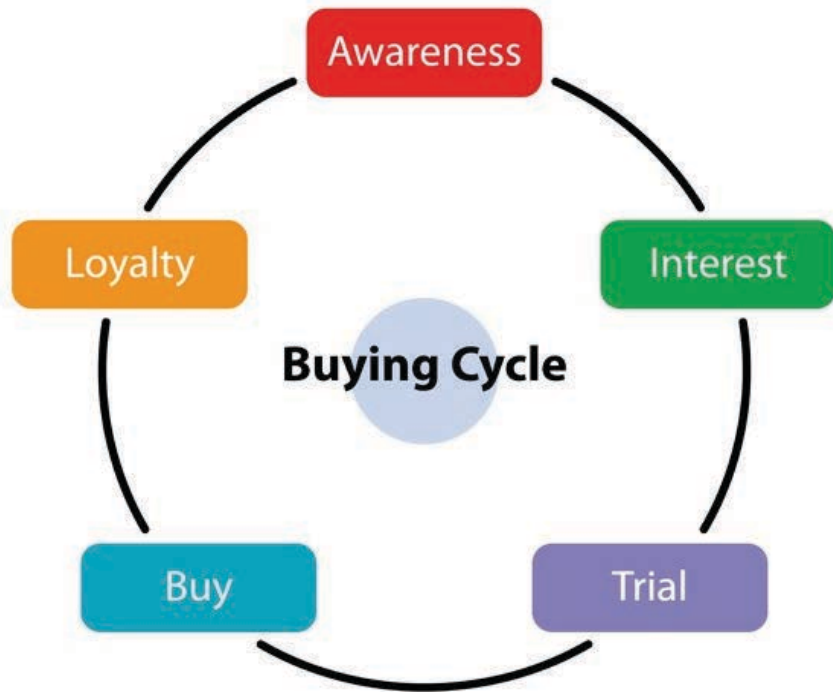
**BEST
PERFUMES
2014**

Traditionally we share with you ratings of perfumes based on preferences of our readers. Here we have listed best perfumes produced in 2014 according to your votes and activity on the site. At the end of this page you can see Fragrantica readers' all time favorites: the most popular perfumes regardless the year of their production.

BEST WOMEN'S PERFUMES Produced in 2014

TOP 10

Framing judging & criticism in the context of the generic buying cycle



1. Creating awareness
2. Directing interests
3. Motivating trials
4. Influencing buys
5. Building loyalty

Framing criticism in an economic model of cultural industries

- Criticism is a service to the consumer
- Criticism is a voice of the consumer
- Criticism plays an important role in taste formation
- Critics can be guardian of aesthetic values

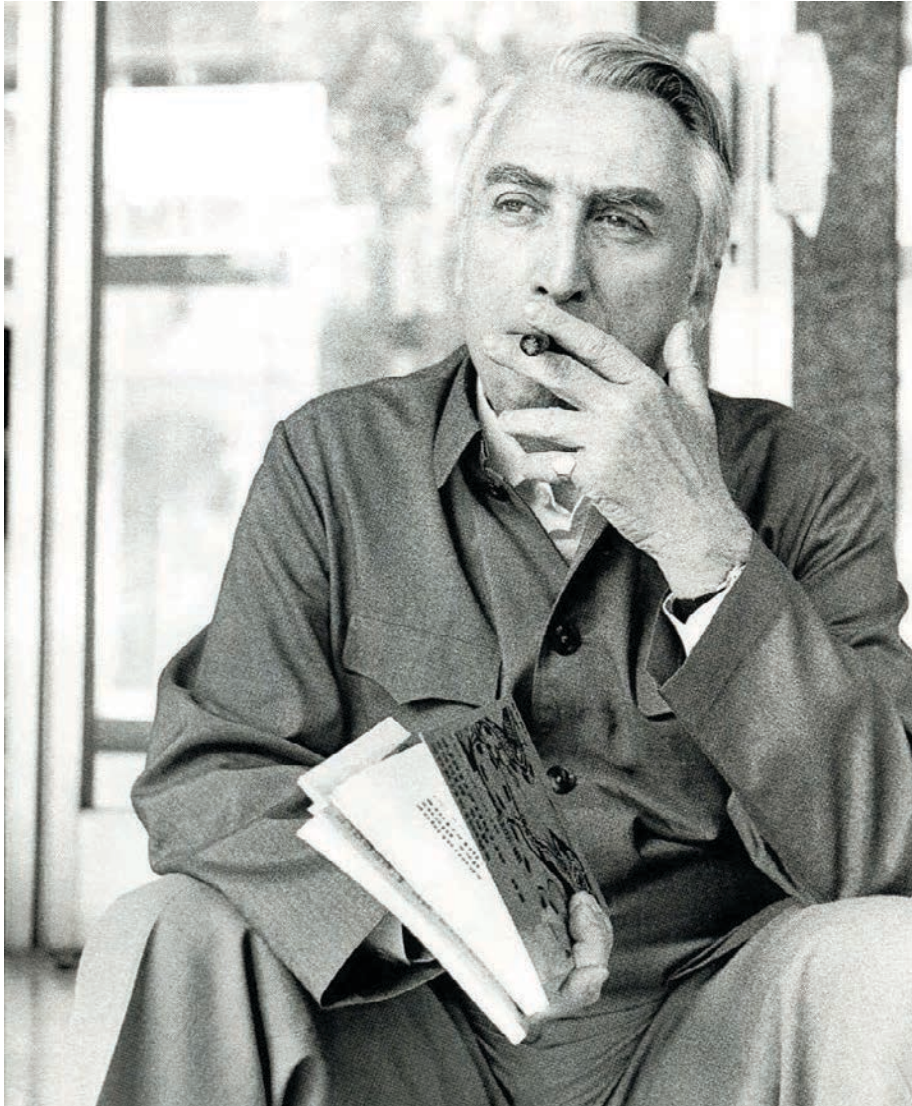
3.

**Judging & criticism in
artistic perfumery goes
beyond the generic
buying cycle.**

4.

Perfume & Meaning

Fashion: "It is the meaning that sells"



But what is remarkable about this image-system constituted with desire as its goal [...] is that its substance is essentially intelligible. It is not the object but the name that creates desire; it is not the dream but the meaning that sells.

4.

**It is the potential for
meaning-making that
makes a perfume
interesting.**

5.

Criticism & the meanings of perfumes

Traditionally, criticism in the arts compensates for ignorance

Music, painting, all the **arts which depend on taste are everywhere subject to the errors of ignorance**, to the blind whims of the masses, and, what is worse, to the false judgments of those would-be amateurs, who, without truly liking the arts or ever having cultivated them, join a party, pass judgment without knowledge, speak without understanding, applaud with a yawn, and thrive on destroying performer's reputations.

Nicolas Etienne Framery (1777).

Perfumes are not only analyzed and evaluated at length but related to a cultural context

Created by Pierre Guillaume and launched in 2008, Louanges Profanes is one of my favorites among the **glassy architectural** Parfumerie Générale line but you don't read much about it. I love the complexity and technical skill of M Guillaume's compelling portfolio, the unexpected notes dropped in for **artful drama** and effect. I fell for PG 19 because of the lily note, something I adore in scent, a note **sacred** and **profane**, whorish and pure, light and dark. Here it lies, still as death upon a bier of fragrant wood, enveloped in smoke and odiferous resins, the air piquant with orange-licked jasmine and the glow of **beatific skin**. This is a scent of **praise**, olfactive **religious abstractions** in a **secular setting**. The name literally translates as **profane** praise, a scented **prayer** of sorts, redolent with **holy suggestion** and **convent echo**. There is of course a contradiction inherent in this succinct and enigmatic title, an idea of appropriating sacred inspirations and blending the themes into one of light, shadow and temporal invocation. M. Guillaume has **married symbols** with **decorum** and intrigue. The Madonna Lily of the Anunciation, ceremonial frankincense and styrax offered up to **gods** above, (literally per fumum – through smoke) and **lignam vitae** or gaiac wood, rumoured to have been used in the building of **Noah's Ark** and the **Ark of the Covenant**. The final touch is neroli, that marmalade and burnt sugar note, extracted from orange blossom once woven through the **hair of brides** as a symbol of purity and virtue. The fusion is heavenly, an atmospheric journey from light to shadow. The neroli is sunlight cascading through **patterned glass** across a waxen floor, catching the sculptured petals of lilies as they slumber in woozy motes of light. Resins and balms pay homage to **millennia of supplication**; words, song, anger and love carried upward on silent smoke. The wood is everything: floor, house, fuel, cross, coffin and pyre. I am not a religious Fox, despite two near brushes with death, but I am aware of faith, one's need to seek external succour and incandescence. I register my survival to being tough to kill, but if I'm really honest, the endless days and nights of tests and snowy wards created a small need in me to believe in something other than **sheer force of will**. Throughout the centuries we have believed in the power of prayer, supplication, praise and hope. Holy and secular collide violently in the modern age; both **reek of hypocrisy** and **repeated folly**. Louanges Profanes feels talismanic in this abrupt and erroneous time, a rosary of odours, something to ponder, inhale, embrace and adore. From a technical point of view it is an elegantly assembled woody oriental with floral flourishes. But as always with Pierre Guillaume it is so much more than that. I imagine if you shone light through his fragrances, they would **refract beams** like prisms. Louanges Profanes plays with light, masking and revealing elements as materials settle on skin. There is obscurity and melancholia at work in the mix; this was inevitable given the gathering of ingredients at the olfactive table. But this is why I love it, the wistful warmth and beauty of the composition reminds me each time I wear it that even though a room may be empty the walls have seen lives come and go. Lights dim and darkness falls. Louanges Profanes is undoubtedly an unorthodox perfume, but it is lit through with grace and ambrosial offering. I find myself drawn more and more to its eccentricity and fragile beauty. It soothes my profanity and that is enough.

And related to cultural references from art history



Paul Delvaux:
The Annunciation
Shadows Paul Delvaux, 1965
The Office of The Evening,
1971
La Canape Bleu, 1967
Tout les Lumieres, 1962



And further discussed & commented

Sandi L says:
July 20, 2014 at 1:50 am
Love your words Alex, that PG fragrance would refract like prisms. I certainly could use a talisman, a rosary of odour, something to stain my fingers with resin and smoke to keep that glimmer beaming in the most radiant of beams bouncing back to all who may need a light . This fragrance compositions sounds beautiful and one I sadly have not tried, but that can be remedied. I love the creativeness of Pierre Guillaume, his fragrances that I own, are treasures to me as well. Great post Alex, and beautiful artwork that fits so beautifully. I am in the US and Thanks to OsswaldNYC for the generous sample.

Connie says:
July 20, 2014 at 7:14 am
Honestly- let's face it- this is an eccentric review... and I loved it. "I am not a religious Fox, despite two near brushes with death, but I am aware of faith, one's need to seek external succour and incandescence"
My favorite Parfumerie Generale perfume is DjHenne, and I'm in the US.

Tullia d'Aragonq says:
July 20, 2014 at 8:20 am
mmmm why just the USA, the rest of the world is awash with fragrance lovers....

Andi says:
July 20, 2014 at 8:22 am
Beautifully written. I adore Musc Maori. I am in USA.

Nemo says:
July 20, 2014 at 10:46 am
I loved the dark tone of this review, and how well it went with the slightly disturbing artwork and story behind the perfume. My favorite PG is Tonkamande, and I am in the US.

Mojo says:
July 20, 2014 at 11:40 am
This review was extremely interesting, but what hooked me was his saying that this is an "unorthodox perfume". I have not yet tried any Parfumerie Generale. I'm in the US.

Kasal Cheema says:
July 20, 2014 at 1:32 pm
Just like the Silver Fox, I am also not religious but being the inquisitive type, I do enjoy exploring items with religious significance just because they tell us something about historical evolution of modern societies...my favorite PG fragrance is Cuir Venereum.I appreciate the generous draw by OSSWALDNYC. I reside in the US

Patty P. says:
July 20, 2014 at 4:49 pm
I enjoyed the review because it's "different".
My favorite from the line is L'Eau Guerriere. US

Antonio says:
July 20, 2014 at 7:05 pm
I thought this line from the review was sublime: "The wood is everything: floor, house, fuel, cross, coffin and pyre." My favorite PG perfume is Coze and I live in the US.

Jimmy says:
July 20, 2014 at 7:23 pm
I love the surrealist slings to the essay and can't wait to experience how it ties to the composition of Louanges Profanes. My favorite PG is Coze. I am in the US.

Steve B says:
July 20, 2014 at 9:45 pm
PL is a great line and I like No. 2's indochine quite a bit. I like the paragraph that began, "From a technical point of view...". USA

alivivive says:
July 21, 2014 at 2:35 pm
Thanks for this evocative review Silver Fox. I think the artwork definitely serves to heighten the effect of the words. I haven't tried any of this line, but I am curious now. I am in the US.

Cynthia says:
July 21, 2014 at 10:11 pm
Wow, just wow! What an evocative review! Your use of language paints pictures for me! My favorite spray perfume is PG's "Thébaïde Noir". I am in the US.

Holly I. says:
July 22, 2014 at 10:32 am
I really enjoy the elegant descriptions and apt comparisons in this review. The Silver Fox has a way with words. I love Tubereuse Culturee, and hope to try Louanges Profanes one day. I'm in the US.

Cynthia Richardson says:
July 22, 2014 at 2:22 pm
I appreciate and respect The Fox's personal insights regarding this fragrance and sharing a little more of himself. I have not tried any other Parfumerie Generale perfumes.

Sandi L says:
July 20, 2014 at 1:50 am
Love your words Alex, that PG fragrance would refract like prisms. I certainly could use a talisman, a rosary of odour, something to stain my fingers with resin and smoke to keep that glimmer beaming in the most radiant of beams bouncing back to all who may need a light . This fragrance compositions sounds beautiful and one I sadly have not tried, but that can be remedied. I love the creativeness of Pierre Guillaume, his fragrances that I own, are treasures to me as well. Great post Alex, and beautiful artwork that fits so beautifully. I am in the US and Thanks to OsswaldNYC for the generous sample.

Connie says:
July 20, 2014 at 7:14 am
Honestly- let's face it- this is an eccentric review... and I loved it. "I am not a religious Fox, despite two near brushes with death, but I am aware of faith, one's need to seek external succour and incandescence"
My favorite Parfumerie Generale perfume is DjHenne, and I'm in the US.

Tullia d'Aragonq says:
July 20, 2014 at 8:20 am
mmmm why just the USA, the rest of the world is awash with fragrance lovers.....

Andi says:
July 20, 2014 at 8:22 am
Beautifully written. I adore Musc Maori. I am in USA.

Nemo says:
July 20, 2014 at 10:46 am
I loved the dark tone of this review, and how well it went with the slightly disturbing artwork and story behind the perfume. My favorite PG is Tonkamande, and I am in the US.

...the more conversation we have....

Every writer has to make the decision on how best to communicate their experience with a perfume. I decided early on to plant my flag firmly in the middle. I always try to communicate the way a perfume makes me feel without relying overmuch on the individual notes. Then I usually spend the next paragraph exercising my analytical skills tearing it apart into the notes. This captures my two-sided love of olfactory art. I want to be transported by a great fragrance as any art lover does and hope to communicate that. The scientist wants to know how that was achieved and so that part of my psyche delves deep looking to figure out the inner workings of that which I admire.

Which is correct? I don't think anyone can answer that for sure at the moment. What I can say unequivocally that the more conversation we have about the perfumes we think rise to the level of olfactory art the closer we will become to creating a uniform language of perfume. So to all who write about perfume whether on Facebook, a blog, or a forum pick the way you want to describe your favorite fragrances and add to the conversation; together we will create a language of perfume.

The Times will be the first to cover the fragrance industry and perfume in the way it does movies, books, and theater.

Stefano Tonchi, Style Editor NYT Sunday Magazine

5.

**Going beyond reviewing
olfactory qualities blogs
relate scents to other
cultural domains.**

6.

Personalizing scent in the cultural domain

Meaning making can deliver stories



SCENTURY
PERFUME STORIES



I see Perfume

PHOTOS: PER ZENNSTRÖM



THE PERFUME INTERVIEW WITH VLADIMIR KARALEEV

We visited fashion designer Vladimir Karaleev in his studio located on the top of an industrial rear building serenely overlooking Berlin-Kreuzberg. Vladimir grew up in Bulgaria and moved to Germany at the age of 19. His work is greatly influenced by contemporary art and strives to balance the beauty of color and abstract lines with the functionality of every piece. He is deemed to be one of the most brilliant young talents in Germany. www.vladimirkaraleev.com

1. THE BLIND TASTING | *Un Parfum de Charmes & Feuilles* by The Different Company

We confronted Vladimir Karaleev with a mystery perfume in a neutral, opaque vaporizer. Only afterwards did we reveal the name of the scent. Follow Vladimir on his journey into scent ...

A touch of leather, but also something synthetic — that's how this perfume smells. I once boarded an airplane that was evidently almost brand new and it smelled so good, I thought to myself, "This could be the perfect perfume for me!" The smell of all these synthetic materials blended with the smell of the leather upholstery.

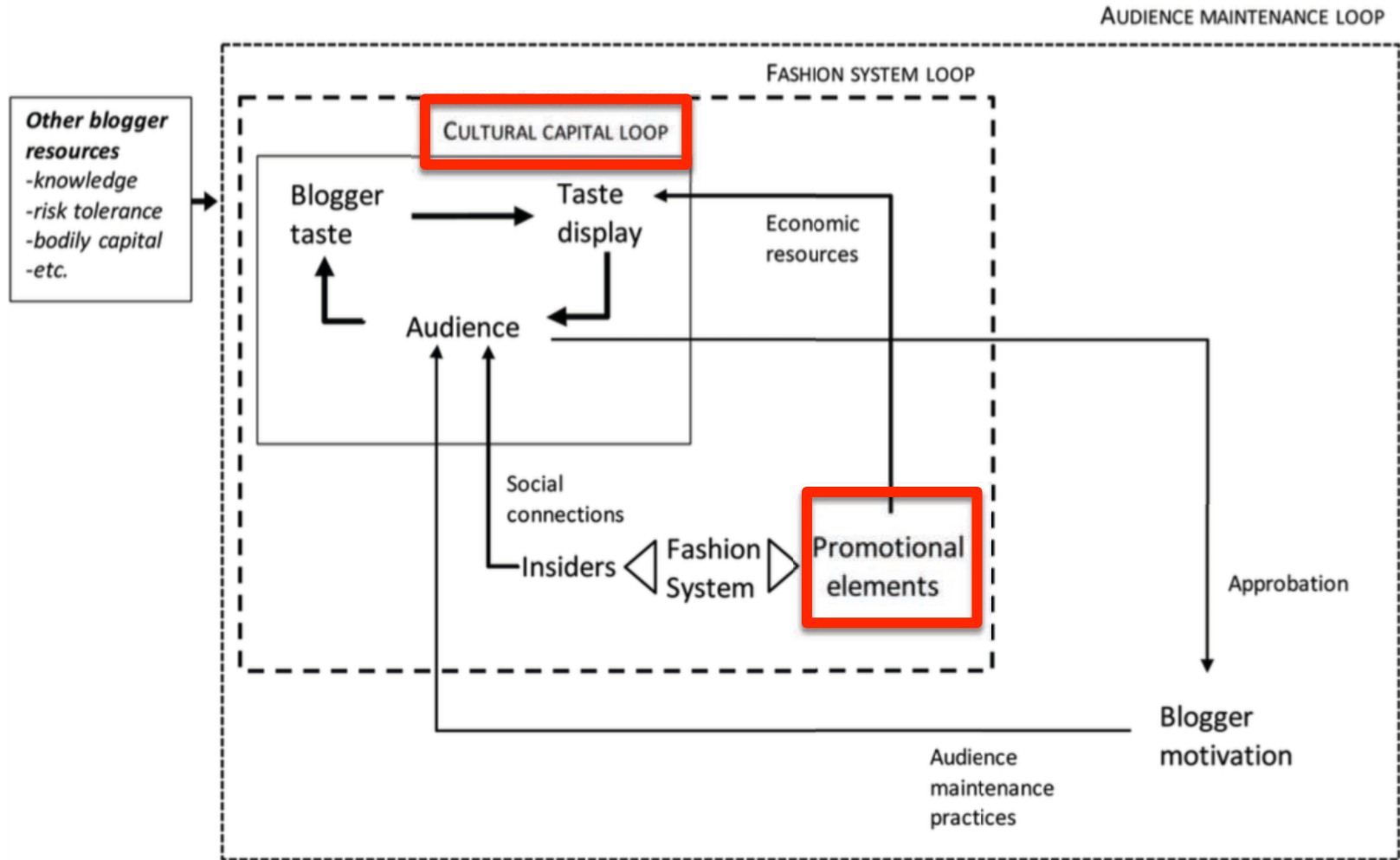
WHAT ?

SCENTURY is a research platform for perfume culture that strives to redefine the way we speak and think about fragrance.

HOW ?

SCENTURY translates perfume into stories and images — a language everyone understands. Our global network of creative innovators and fragrance experts helps us to gain a deeper understanding of the cultural, social and psychological contexts of fragrance. SCENTURY operates online and offline.

Bloggers create a cultural capital loop that is then also linked to promotional elements



6.

**Criticism & judging drives
the culturalization of
scent in a non-traditional
way.**

7.

Professionalizing the field

Estee Lauder Buys Le Labo, Frederic Malle and Rodin



Increased presence of niche at duty free shops worldwide



Artistic perfumery gaining further relevance: key forces & indicators

- Niche brands take up increasingly more shelf space at upmarket department stores (e.g. Harrods, Printemps)
- New generation of trendy perfume and cosmetics stores promotes niche (e.g. Liquides, Nose in Paris, Min in New York and Space.NK in London)
- Growing perception of mainstream perfumery as mimicry – “everything smells the same” → fragmentation
- Abundance of variations of the same perfume name (e.g. flankers) lead to confused consumers
- Knowledgeable consumers drive demand for quality
- ...

7.

**The professionalization
of the field challenges the
creed of artistic
perfumery.**

8.

Awards & Judgement

Awards have a long history in creative industries



FiFi awards have been institutionalized since 1973



THE POWER OF FRAGRANCE

DUFTSTARS
DEUTSCHER
PARFUMPREIS
2015

DUFTSTARS NOMINEE
7. MAI 2015, BERLIN, DUFTWERK

LIFESTYLE HERREN

Batman Begins
BATMAN

ABOUT AWARDS INTELLIGENCE LATEST FFTV SEEING SCENTS

THE FRAGRANCE FOUNDATION

AWARDS 2015

The Fragrance Foundation Awards celebrate the global fragrance industry and its outstanding creative achievements in the world of perfumery.

The 2015 Awards will be given out on June 17th at Alice Tully Hall, Lincoln Center.

» PURCHASE TICKETS

» NOMINATION & CATEGORIES

» VOTING RULES

fifi

UK Fragrance Awards 2011

The Fragrance Foundation Award Winners 2014

Best New Print Advertising – Female Fragrance II Best New Print Advertising – Male Fragrance II Best New Commercial – Female Fragrance II Best New Commercial – Male Fragrance II Best New Design & Packaging – Female Fragrance II Best New Design & Packaging – Male Fragrance II Best New Home Fragrance II **Best New Female Fragrance in Limited Distribution II Best New Male Fragrance in Limited Distribution II Best New Independent Fragrance** II Perfume Extraordinaire II Readers' Choice for Women II Readers' Choice for Men II Best New Celebrity Fragrance II People's Choice for Women II People's Choice for Men II Retailer of the Year II Best New Female Fragrance II Best New Male Fragrance

Lack of credibility in the field artistic perfumery



plume says:

12 April 2014 at 12:32 am

This fifi awards are as irrelevant as ever. It boggles my mind why bloggers and the like continue to cover this event as though these awards serve anything or anyone other than the sponsors. And to cap it off, the as-of-late disappointing Kilian line is given top honors for perhaps their worst fragrance ever, Playing with the Devil? And to call it an indie release?

Please stop giving this terrible organization coverage. It's an embarrassment to the integrity of perfumery.

[Log in to Reply](#)



Robin says:

13 April 2014 at 7:57 am

If the Fragrance Foundation posted a definition of indie this year, I missed it, but they used to define it by nothing more than the number of stores that carried the scent...obviously, not how most perfumistas would define it.

The Foundation is an industry trade group, & don't agree that it's an embarrassment to the integrity of perfumery, but their focus is again obviously very different to that of perfumistas & certainly most Fifi winners are not what I'd pick.

[Log in to Reply](#)

Functions of cultural awards

- Symbolic capital in a prestige economy
- Reputation effects
- Relation to cultural branding
- Form of incentive for cultural producers
- Capacity to predict or determine an eventual canon of esteemed works
- Value within a system of cultural status hierarchies
- Opportunities for sponsorship, particularly philanthropic sponsorship
- Role of social capital and the system of exchange: reciprocity involving judges, recipients, and administrators

8.

**The Art & Olfaction
Awards re-invogorate the
creed of artistic
perfumery.**

Synthesis

1. The re-discovery of the juice is at the core of artistic perfumery.
2. New forms of criticism have been a major and vivid driver of artistic perfumery from its very beginning.
3. Judging & criticism in artistic perfumery goes beyond the generic buying cycle.
4. It is the potential for meaning-making that makes a perfume interesting.
5. Criticism & judging drives the culturalization of scent in a non-traditional way.
6. The professionalization of the field challenges the creed of artistic perfumery.
7. The Art & Olfaction Awards re-invogorate the creed of artistic perfumery.